

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Scott Fergusson et al. Examiner: Linda Krisciunas

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For: METHODS AND SYSTEMS FOR MONITORING THE EFFICACY
OF A MARKETING PROJECT

AMENDMENT

Mail Stop Amendment
Assistant Commissioner for Patents
PO Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF ELECTRONIC TRANSMISSION

I hereby certify that this paper is being electronically transmitted to the
United States Patent and Trademark Office on the date shown below.



Lynn Thompson

August 15, 2006

Date

This Response is being filed in response to the Official Action of the Examiner mailed
May 15, 2006, setting a three-month shortened statutory period for response ending August 15,
2006.

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 12 of this paper.